FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00089068 **Type of Permit:** STILL **Release Date:** 01/30/2015

Production Company VIEWFINDERS LLC

Insured Company Name VIEWFINDERS LLC

Contact Phone No. 1 631-537-6011
Contact Phone No. 2 917-974-4111
Fax
Address 101 SAG HARBOR TURNPIKE
BRIDGEHAMPTON, New York 11932

Production Title AMERICAN FASHION BRAND

Type of Production Still Photo

Producer Dana Brockman

Director N/A N/A

1st AD N/A N/A

Production Manager N/A N/A

FilmL.A. Coordinator Sophia Alexander

Location Manager Dana Brockman
Primary Phone Mobile - 917-974-4111
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
SANTA MONICA STILL PHOTO APPLICATION FEE	$108.63
SANTA MONICA BEACH STILL PHOTO LOCATION FEE	$132.35
SANTA MONICA FIRE SAFETY OFFICER (4 HOUR MINIMUM)	$1,371.30
SANTA MONICA FIRE VEHICLE	$54.53
SANTA MONICA POLICE OFFICER (8 HR MINIMUM)	$3,532.60
SANTA MONICA POLICE VEHICLE	$77.55

Total Permit Fee $5,901.96

Number of Locations 2

NOT A PERMIT

Permit #S00089068

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number S00089068
Production Company VIEWFINDERS LLC
Insured Company VIEWFINDERS LLC
Production Title AMERICAN FASHION BRAND

Location Manager Dana Brockman
Primary Phone Mobile - 917-974-4111
Secondary Phone

Location Address 380 Santa Monica Pier, Santa Monica, CA, 90401

Location Name SANTA MONICA PIER - PACIFIC PARK

Location Type Amusement Park

Film Dates 2/2/2015 - 2/2/2015 08:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Please see attached document Viewfinders_AL_exp01-30-2016.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Generator	1
Motor Homes	3
Vans	4

Personnel on Location

Type	Quantity
Cast	2
Crew	28
Santa Monica Fire Officer	1
Santa Monica Police Officer	1

Filming Activities Exterior models against scenery; generator usage from 10AM - 3PM for the fireman ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Location Notes No posting of production/directional signs allowed on public property.

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA - SANTA MONICA PIER CORPORATION	Aurora Pina
SANTA MONICA POLICE DEPARTMENT	Mike Braaten

Coordinator Note NOT PERMITTED FOR WATER OR SAND ACTIVITY.

Coordinator Note PER SGT BRAATEN, ONE OFFICER AND ONE VEHICLE REQUIRED 02/02/2015, 0800HRS - 1800HRS

Coordinator Note ONE FIRE OFFICER AND ONE VEHICLE REQUIRED 02/02/2015, 0800HRS - 1800HRS.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	S00089068	**Location Manager**	Dana Brockman
Production Company	VIEWFINDERS LLC	Primary Phone	Mobile - 917-974-4111
Insured Company	VIEWFINDERS LLC	Secondary Phone	
Production Title	AMERICAN FASHION BRAND		

Location Address SANTA MONICA BEACH (EXCLUDING PIER & OCEAN FRONT WALK), SANTA MONICA, CA, 90401

Location Name SANTA MONICA BEACH

Location Type Beach

Location Description WHEN HAVING WATER ACTIVITY OR REQUESTING USE OF LIFEGUARD TOWERS
* PRODUCTION NEEDS TO CONTACT THE LEAD SANTA MONICA LIFEGUARD CAPTAIN 2 DAYS IN ADVANCE AT 310-394-3261 TO DISCUSS THEIR ACTIVITY.

Film Dates 2/2/2015 - 2/2/2015 08:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Generator	1
Motor Homes	3
Vans	4

Personnel on Location

Type	Quantity
Cast	2
Crew	28
Santa Monica Fire Officer	1
Santa Monica Police Officer	1

Filming Activities Equipment on sand; Exterior models against scenery; Beach north of the pier; generatour usage from 10AM - 3PM for the fireman ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Location Notes No posting of production/directional signs allowed on public property.

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Mike Braaten
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Glennis Waterman

Coordinator Note MUST HAND CART ALL EQUIPMENT.

NO VEHICLES ON BEACH.

NO WATER ACTIVITY.

MUST NOT BLOCK EMERGENCY ACCESS ROUTES

NOT PERMITTED TO FILM, BE ON, STORE EQUIPMENT ON ANY LIFEGUARD TOWER IN AREA.

NOT A PERMIT

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	S00089068	**Location Manager**	Dana Brockman
Production Company	VIEWFINDERS LLC	Primary Phone	Mobile - 917-974-4111
Insured Company	VIEWFINDERS LLC	Secondary Phone	
Production Title	AMERICAN FASHION BRAND		

Coordinator Note PER SGT BRAATEN, ONE OFFICER AND ONE VEHICLE REQUIRED 02/02/2015, 0800HRS - 1800HRS

Coordinator Note ONE FIRE OFFICER AND ONE VEHICLE REQUIRED 02/02/2015, 0800HRS - 1800HRS.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Viewfinders **("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.**

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 1/30/15

Dana B. Viewfinders
Name of Principal

By: _____
Representative's Signature

Dana Brockman
Print Representative's Name

owner
Representative's title

P.O. Box 1756
Bridgehampton, NY 11932
Principal's Address

9179744111
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

Permit #S00089068

NOT A PERMIT